

CASPER CAKE & DONUT CELEBRATES 25 YEARS



Twenty-five years ago, Keith and Linda Sorensen, decided to give up their jobs with Albertson's along with all the benefits to become small business owners. The Sorensen's applied for a

\$50,000 loan from the U.S. Small Business Administration bought and remodeled a building, purchased some used equipment and Casper Cake and Donut was born. Their loan was paid in full 6 years later.

Linda's advice to prospective entrepreneurs is, "be prepared to sacrifice, your life has to be in it." She says, "We've had a good life and we've always been able to pay the bills." The good life is getting up at 5:00 a.m. and working until 6:00 p.m. to make everything from scratch. Casper Cake and Donut is one of, if not the last of, the surviving scratch bakers in town. Keith also runs a delivery route from 3:00 a.m. until 6:30 a.m. According to Linda, their delivery service is "one of a kind".

Casper Cake and Donut has never formally advertised. As Linda said, "Advertising isn't always in a small business budget." They have relied on their good reputation, quality of their product and "word of mouth".

The Sorensens raised a large family while running their small business.

"All the kids learned a good work ethic working at the shop," Linda said.

"Now we're starting to teach the grandkids."

Casper Cake & Donut employs ten individuals (some are part-time). “We’re fun to work with and we treat our employees well,” Linda said.

The Sorensens offer discounts to Kelly Walsh students, teachers and coaches. Linda said, “It’s our way of thanking the faculty at Kelly Walsh because without them we would have had a hard time getting all of our children through high school.”

Casper Cake & Donut is more than a terrific bakery it’s a place to stop in and visit with friends and neighbors and purchase cakes for all occasions. Oh, and don’t forget to check out the only daisies in town that don’t freeze during the winter!

